

Corporate Communication

»Creative minds for professional communication
in a digitally networked media world.«

**Taught
in English**

**STUDY REAL
BUSINESS.**

University of Applied Sciences for
Management & Communication



Degree Program

Entry Requirements

Completion of the Austrian »Matura« (school leaving certificate) or a local equivalent

Duration

6 semesters

Qualification

Bachelor of Arts in Business (BA)

Lecture Times

Mon/Thu: 08:30 – 17:20

Tue/Wed: 18:30 – 21:45

One intensive week per semester
if necessary

Occasionally on Saturday

Academic Year

September until June

Places Available

34 per academic year

Language of Instruction

English

Study-abroad semester

Recommended but not mandatory

Internship

Mandatory in the 5th semester; credits for students who already have relevant experience is possible

Costs

Tuition fees of € 363.36 per semester (excl. student union fee). For those applying from non-EU and non-EEA countries tuition fees are € 1000 per semester.

Application deposit for students from non-EU and non-EEA countries: € 200

Location of the study program

wko campus Vienna

30–40 % Distance Learning



Degree Program Focus

- All communication disciplines such as public relations, advertising and internal communications with a focus on digital media
- Creative aspects of corporate communication including content creation and use of digital tools
- Social skills such as presentation techniques and working in a team
- Using the knowledge gained directly in business field projects and case studies
- Focus on sustainability and Sustainable Development Goals
- Specialization in electives such as social media, content creation & influencer marketing, data driven marketing and event management & live marketing etc.

Job and Career

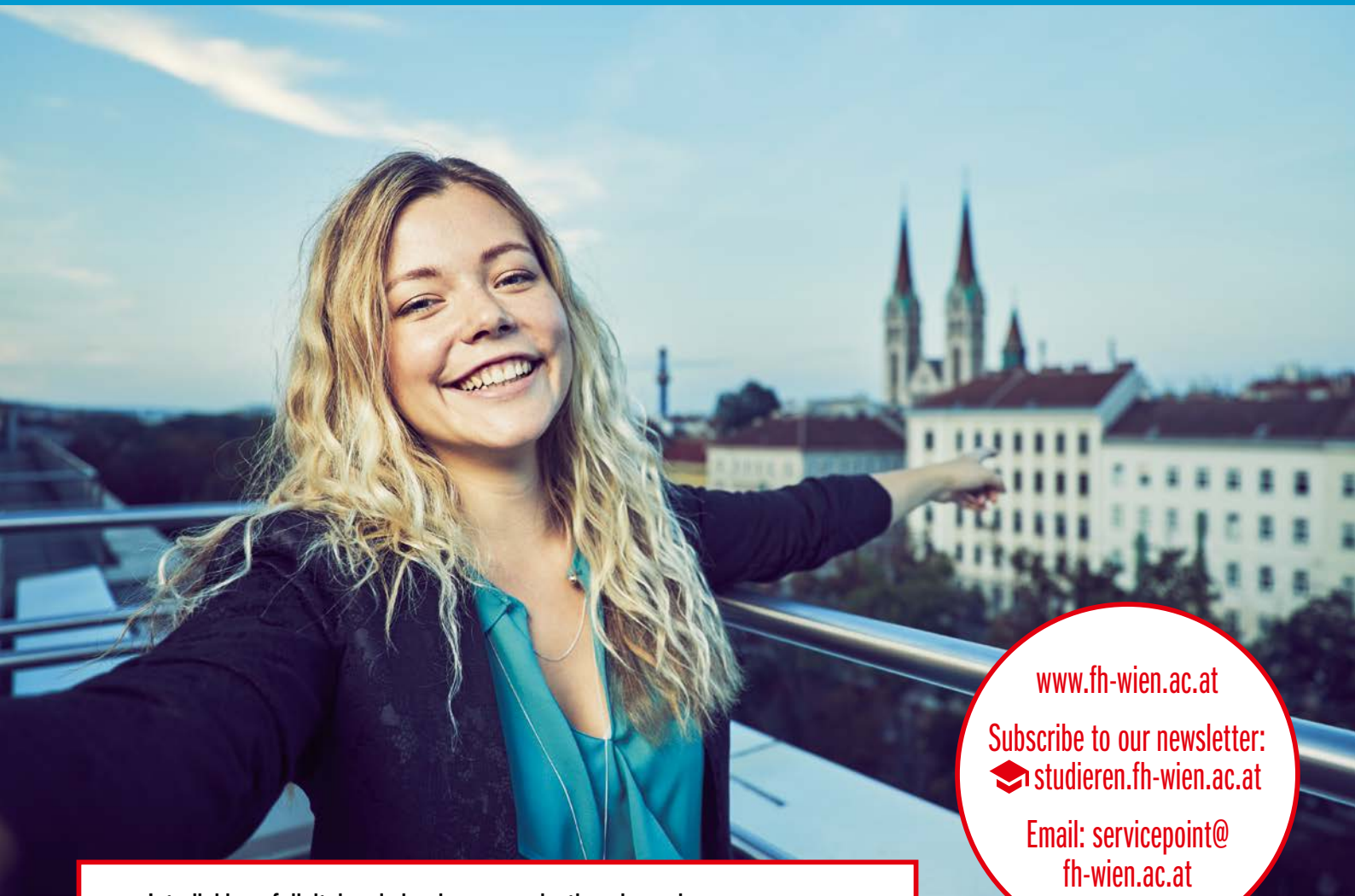
Due to English being the language of instruction, cohorts consist of students from different countries of origin. Studying with peers who come from different cultures prepares our students to collaborate in an international environment and to start an international career at the end of the degree program.

In a constantly changing world, companies need general communication professionals. We educate communication generalists with a broad, in-depth know-how in analog as well as digital communication disciplines. Lectures are paired with a high degree of practical relevance with an international perspective. As such, our graduates are ready for a job in a digital world and are in demand in all areas of communication, such as:

- Corporate communication including sustainability communication
- Public relations, internal communication and employer branding
- Marketing and advertising: media planning, search engine marketing, digital analytics etc.
- Digital communication: social media and influencer communication, content marketing
- Event communication and sponsoring
- and much more

»Graduates master all corporate communication disciplines such as marketing, advertising, PR and internal communication and will be able to integrate them into a communication concept. Our lecturers deliver up-to-date information drawn straight from practice, with a focus on the topics of digitalization and sustainability. As communications generalists, our graduates are equipped for a job in an international environment.«

DR. DAVID DOBROWSKY *Head of Program*



Highlights

- Interlinking of digital and classic communication channels
- Storytelling, image editing, video and audio production
- Social media, content creation & influencer marketing as elective
- Real assignments with clients in business field projects

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Email: servicepoint@fh-wien.ac.at



APPROVED



The key features of a BA program at our UAS

- All Bachelor's programs provide a comprehensive introduction to business administration. This gives graduates a head start in professional life – regardless of the industry.
- Our students learn how digital transformation is changing their respective professional field and how to unlock digitalization opportunities.
- The students deal with transformations to economic sustainability and the question: how can I manage a company in a socially and ecologically responsible way?



»Thanks to hands-on business field projects, field studies and my internship, I gained extensive experience and acquired essential skills that made me ready for my first step in my career as a Digital Marketing Manager right from the start. The marketing communications focused lectures were the most valuable for me. There, we had the opportunity to learn from industry experts and got insights directly from practitioners. I also had fantastic support with the organization of my semester abroad during the pandemic and I am very grateful for that unforgettable experience!«

YVONNE BOLHAR-NORDENKAMPE, BA *Digital Marketing Manager, Mediaprint Zeitungs- und Zeitschriftenverlag, Graduate*

Curriculum

1st Semester – 20 WH/S / 30 ECTS

WH/S: weekly hours per semester / ECTS: European Credit Transfer and Accumulation System

Communication and Media Science 4 WH/S / 6 ECTS Communication Theory, Digital Communication Theory, Media	Fields of Corporate Communication 4 WH/S / 6 ECTS Public Relations, Marketing, Market Research	Organizational Communication & Ethics 4 WH/S / 6 ECTS Internal Communications & Ethics, English for Professional Purposes I	Management & Business Information Systems 4 WH/S / 6 ECTS Fundamentals of Management, Fundamentals Business Information Systems	Social Skills 4 WH/S / 6 ECTS Welcome to FHWien der WKW, Presentation & Interaction, Personal Appearance
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2nd Semester – 19 WH/S / 30 ECTS

Applied Digital Communication 4 WH/S / 6 ECTS Applied Digital Communication, Digital Communication Case Study, Fundamentals of Competition Law and Intellectual Property Law	Marketing 4 WH/S / 6 ECTS International Sales & Marketing, Consumer Behaviour & Digital Customer Journeys, Product & Service Marketing, Distribution, CRM & Marketing Automation	Public Relations 4 WH/S / 6 ECTS Public Relations, English for Professional Purposes II	Collaboration & Communication 4 WH/S / 6 ECTS Cross Cultural Communication, Collaboration & Group Dynamics, Selfmanagement	Research Skills & Methods 1 3 WH/S / 6 ECTS Fundamentals of Scientific Techniques, Quantitative Methods: Statistics
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3rd Semester – 21 WH/S / 30 ECTS

Business Field Project 1 4 WH/S / 6 ECTS Concept Creation, Budgeting, Project Management	Advertising & Media 5 WH/S / 6 ECTS Advertising Strategy, Media Planning, Data Driven Advertising	Content Creation 1 – Fundamentals 5 WH/S / 6 ECTS Creative Writing (Text & Audio), Visual Content Creation (Graphic Design & Video)	Business Administration & Finances 4 WH/S / 6 ECTS Accounting, Corporate Finance & Controlling, Business Simulation	Research Skills & Methods 2 3 WH/S / 6 ECTS Scientific Reading and Writing, Qualitative Methods
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4th Semester – 17 WH/S / 30 ECTS

Elective 1/2 3 WH/S / 6 ECTS Social Media, Content Creation & Influencer Marketing, Event Management & Live Marketing, Sales Excellence, Data Driven Marketing, Performance Control & Resilience, Better Communication for a Better World	Elective 2/2 4 WH/S / 6 ECTS	Content Creation 2 – Visuals & Video 4 WH/S / 6 ECTS Visual Design Workshop, Video Production Workshop	Economics & Sustainability 5 WH/S / 6 ECTS Macro Economics & Sustainability, Micro Economics & Sustainability	Bachelor's Thesis Conception 1 WH/S / 6 ECTS
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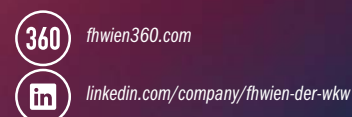
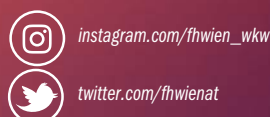
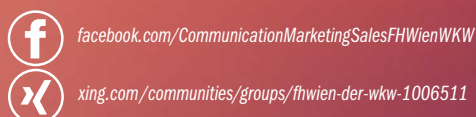
5th Semester – 5 WH/S / 30 ECTS

Professional Internship 18 ECTS	Private Business Law 4 WH/S / 6 ECTS Civil Law 1 & 2	Bachelor's Thesis Composition 1 WH/S / 6 ECTS
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6th Semester – 14 WH/S / 30 ECTS

Business Field Project 2 3 WH/S / 6 ECTS Concept Creation, Specialization	Developments in Digital Communication 4 WH/S / 6 ECTS Tools of Networked Communication, Data Ethics, Fundamentals of Media Law and Data Protection Law	Content Creation 3 – Text & Audio 3 WH/S / 6 ECTS Narrative Content Creation (Text & Audio), Storytelling	Sustainable Innovation & Trends 4 WH/S / 6 ECTS Lecture series on Innovation & Trends in Corporate Communication, Critical Reflection on Innovation & Trends	Bachelor's Examination 6 ECTS Bachelor's Examination pursuant to § 16 FHG
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Subject to change.



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